

**Volume**

**3**

TECHKONNECTION

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Corporate Business Services

# Full Service Implementation

TECHKONNECTION CORPORATE BUSINESS SOLUTION

## **Administrative Guide**

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# Table of Contents

<b>Introduction</b>	<b>i</b>		
<b>C H A P T E R 1</b>		<b>Chapter 3</b>	
<b>Web Development</b>	<b>1</b>	<b>Social Media Services</b>	<b>1</b>
<b>Google Analytics</b>	<b>1</b>	<b>QR Directory Listing &amp; Training</b>	
<b>Meta Tagging</b>	<b>2</b>	<b>(Videos incl.)</b>	<b>1</b>
<b>Company Email</b>	<b>2</b>	<b>Blog – Twitter – Etc Integration</b>	<b>2</b>
<b>Document Sharing</b>	<b>3</b>	<b>Feedburner Integration</b>	<b>2</b>
<b>Calendar Sharing</b>	<b>3</b>	<b>Published White Papers on your</b>	
<b>SMS Appointment Alerts</b>	<b>3</b>	<b>business</b>	<b>3</b>
		<b>Assigned Blog Writer (1<sup>st</sup> Year</b>	
		<b>included)</b>	<b>3</b>
<b>C H A P T E R 2</b>		<b>C H A P T E R 4</b>	
<b>SEO – Search Engine Optimisation</b>	<b>1</b>	<b>Automated Products &amp; Services &amp;</b>	
<b>Competitor Analysis</b>	<b>1</b>	<b>Training</b>	<b>1</b>
<b>Page Rank Analysis</b>	<b>2</b>	<b>Automated Mail System</b>	<b>1</b>
<b>Key Word Analysis</b>	<b>2</b>	<b>Desktop Publishing Tool</b>	<b>2</b>
<b>Back Linking</b>	<b>3</b>	<b>Offsite Data Backup Service</b>	<b>2</b>
<b>Ongoing Offsite Maintenance</b>	<b>3</b>	<b>Owners Manual Media Services</b>	<b>3</b>
		<b>Owners Manual Back up Service</b>	<b>3</b>
		<b>Business Marketing ebook</b>	<b>3</b>
		<b>Final thoughts</b>	

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## Web Development



Understanding what makes a business thrive online is our business. Whether we are building you a new website or tweaking your current site for maximum potential, we use the latest cutting edge tools that matter to search engines globally.



**Google Analytics** is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyse your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites. We use analytics in your pages to track the source of your visitors. It gives us a real look by providing data on:

- City and country of visitor
- Pages they visited
- Time spent on pages
- Explorer or Fire Fox Browser used on visit & Much More

## Meta Tagging:

Meta Tags fall under SEM (Search Engine Marketing) Meta tags have never been a guaranteed way to gain a top ranking on crawler-based search engines. Today, the most valuable feature they offer the web site owner is the ability to control to some degree how their web pages are described by some search engines. They also offer the ability to prevent pages from being indexed at all.

What are Meta tags? They are information inserted into the "head" area of your web pages. Those viewing your pages in browsers do not see information in the head area of your web pages. Instead, Meta information in this area is used to communicate information that a human visitor may not be concerned with. Meta tags, for example, can tell a browser what "character set" to use or whether a web page has self-rated itself in terms of adult content. Let's see two common types of Meta tags:

```
<HEAD>
<TITLE>Stamp Collecting World</TITLE>
<META name="description" content="Everything you wanted to know
about stamps, from prices to history.">
<META name="keywords" content="stamps, stamp collecting,
stamp history, prices, stamps for sale">
</HEAD>
```

In the example above, you can see the beginning of the page's "head" area as noted by the <HEAD> tag -- it ends at the portion shown as </HEAD>.

Meta tags go in between the "opening" and "closing" HEAD tags. Shown in the example is a TITLE tag, then a META DESCRIPTION tag, and then a META KEYWORDS tag



## Company Email – Document Sharing – SMS Alerting & Calendar Syncing:

Our system links your email to a wide range of services that can be controlled from a single point or from a few. Your service will work with Outlook and yet for the sales person work with his or her Blackberry or iPhone or Smart Phone via Google Apps. This means that you can share documents or confirm appointments easily and on the go. We will come in and set up this service for your team. We also provide training and we leave you and your team online step-by-step manuals for maintaining and for use as a reference guide.



### **Search Engine Optimisation:**

SEO stands for Search Engine Optimisation, and is a set of methods that concentrate on improving the ranking of a website in the search engine listing. Similarly, SEO can also be considered as a subset of search engine marketing. The term also refers to an industry of consultants who undertake optimisation projects on behalf of clients' sites.

Search Engine Optimisation methods can be categorized as white hat SEOs and black hat SEOs. The search engines for building content and improving site quality often approve white hat SEO methods. However, the black hat SEO often uses methods and tricks like cloaking and spamdexing. In fact, there is an argument wherein white hatters charge that black hat methods are an attempt to manipulate search rankings unfairly, and the black hatters counter that all SEO is an attempt to manipulate rankings.

We never do Black Hat Tricks- This is why our customers have achieved high rankings utilizing our services.

### **Competitor Analysis**

Analysing the links to your competitors is not a simple matter of running a link:www.competitorsdomain.com on Google and rushing off and duplicating what you find there. First of all, Google does not display all of the links they find to a site and thus, this count will leave you with about 5 or 6 percent of the real links to your main competitors. Yahoo! is much

better at displaying all the links to a site however even this has it's shortcomings in the analysis process. Secondly, the number of links is only a fraction of what's important in their development.

To fully grasp how your competitors are ranking highly for your targeted phrases you will want to know a number of things about the links to their site including: How many links do they have? How many of these links come from the same sites? Are these sites relevant? What is the PageRank distribution of the links? Are these links image or text links and if text, what anchor text is used to link to your competitor's site?

We provide you with a comprehensive competitor analysis outlining all the points above giving you cutting edge insight on what your competitors are doing and what we are going to do to overwhelm your competition in the search engine rankings

### **Page Rank Analysis:**

Page Rank Analyser is the search engine optimisation software designed for retrieving Google pagerank values for a list of web sites (URLs). This pagerank tool also finds the number of inbound links for each URL and checks each web site for availability in the Google Catalogue and DMOZ and Yahoo directories. There are two types of pagerank reports available. You can view the average values of all ranking parameters for a list of URLs and the detailed ranking information for each web site on the list.

While optimising a web site, it is often necessary to evaluate the competition level for one or another search phrase. Other time, it may be interesting to find out the PageRank of pages referring to your web site. In all of such cases, analysis of great number of URLs is required for determining their search ranking. Performing this task manually is a bit labour-intensive but necessary to achieve optimum results.



### **Key Word Analysis / Strategy**

Keyword Analysis is the starting point and cornerstone of search marketing campaigns.

Keyword analysis helps to increase conversions, find new markets, and optimise spend, but it requires time-consuming examination and decision-making. We use cutting edge key word tracking tools that takes the analysis of your website keywords a step further by not only analysing your keywords, but also suggesting actions and automating your activity for the best efficiency and results.

### ***The importance of keyword analysis***

Marketing is inherently analytic. Field-testing marketing outreach and performance is key to optimising budget allocation and market reach. Search marketing is no different, and since keywords dictate your entire search campaign, keyword analysis should be your primary focus. Analysing keywords allows you to:

- **Optimise Spend:** Distribute more budget to successful keywords and eliminate wasteful spending on those that aren't producing results
- **Increase Conversions:** Identifying and focusing on well-converting keywords is good for conversion rate optimisation and return on investment (ROI)
- **Eye Trends:** Knowledge of keyword search frequency provides insight into market behaviour which you can apply to multiple aspects of your business
- **Prioritise Your Time:** Keyword performance guides campaign importance--spend your time optimising areas that have the biggest impact on your bottom line



- Find New Markets: Use keyword analysis to expand your long tail efforts and discover more specific keyword queries and corresponding warm leads.



### **Back Linking:**

Backlinks are really important in the world of Search Engine Optimisation. If you want your site to do well in Google search results you have to have a good page rank. If you want a higher page rank you're going to need some backlinks. Backlinks are simply a link from somewhere else to your site.

Creating backlinks can be time consuming and seriously tedious and boring, but you have to do it! When search engines "look" at your website, they also take into consideration the number of websites that link to your site, as well as the types of websites that link to your site. A higher quality backlink will have more weight than a lower quality link, this is known as Link Juice. Our team is experienced in this service and we make sure that we put high quality back links in theme with your web pages that bring results.



### **Ongoing maintenance**

Ongoing maintenance is required to achieve the best SEO Results. We have included **1-year services** in this Business Package. **(2 to 5 hours per week)**



### Social Media Marketing

**NOTE:** There were more Smart Phones sold that PC's and TV's combined last year, so if your not getting your business on potential customers Mobile Devices or linking through Social Media you are missing out on huge returns.

*We inject the **SOCIAL** into your marketing! (Quote)*

Facebook, Twitter, YouTube, Online Communities, Blogs... Social Media has been the buzzword in recent times, but how do you leverage it to effectively connect with customers and create your own buzz? Social Media is a completely different animal to traditional media channels. Therefore, Social Media Marketing requires a completely different approach. We have worked in this space since 2006

and we know it well. So we can advise on the most effective way to make your brand more social. Social Media Marketing is more than simply setting up a Facebook page or a Twitter account. The “build it and they will come” approach simply does not work. You need a carefully devised strategy to attract audiences, rally them into action, get them to spread the word, engage them in a continuous conversation and keep them coming back.

Whether you want to create your own online community for your brand or tap into audiences on existing social networks we are an authoritative advisor in this space. More often than not, Social Media Marketing is about creating an interactive presence for your brand across as many social media outlets as possible, not just one.

We know how each of these networks work and can advise on the best practice for marketing each one. We can create a strategy that integrates all relevant social media channels for your brand and truly connects with your customers



(This code can be scanned with your mobile device)

### QR Technology:

QR Code is a matrix code (or two-dimensional bar code) created by Japanese corporation Denso-Wave in 1994. The "QR" is derived from "Quick Response

It's a two-dimensional image that can be created by a software application using textual information. It could be URL, text, phone number, SMS, and so on. It'd be easier to understand by thinking of it as a sophisticated version of barcode.

A camera phone with a QR code reader can scan and convert a QR code into textual information on the phone's screen. Most QR Readers Are FREE. In our package you get a Premium QR listing in What's On QR.Com directory, we also help advise and train you on how to use QR and creating code.

***QR Brings Print Media To Life – Internet – Video and more!***



### **Blog – Twitter – Facebook integration:**

A blog along with social media is very powerful and can enhance your chances of bringing new customers and visitors to your site.



- **Google SEO Blogs**
- **People Subscribe - an Audience to Pander to!**
- **You'll Enjoy More Sales from Your Blog by providing info that your customers are interested in.**
- **Backlinks from Your Blog Boost Your PageRank on Google!**
- **Blogs Offer Online Reputation Management**
- **Visitors Can Post Comments on Blog Posts**
- **Blogs Deliver Traffic to Your Main Website!**
- **Remember - Your Target Audience Is Reading Blogs**



### **FeedBurner Integration:**

FeedBurner gives you the opportunity to see exactly how many people are looking at each item in your feed and how many of these subscribers are clicking through to your site. Another great feature - Giving your readers the option of email subscription makes it simple for people who don't use an RSS reader to subscribe in a way that's more familiar to them. If you want to build a marketing list of addresses, this is also an excellent way to collect them. But please remember these people have placed a great deal of trust in you by giving you their address. On their behalf, let me asked you to please not abuse that trust. The most important feature is FeedBurner's ability to Ping other Search Engines. When you make a post to

your blog FeedBurner has the ability when set up correctly to inform Search Engines – Bing – Google – Alexa – AOL and others that an update came from your site, which can only help getting your business more online attention.



#### Company white Papers:

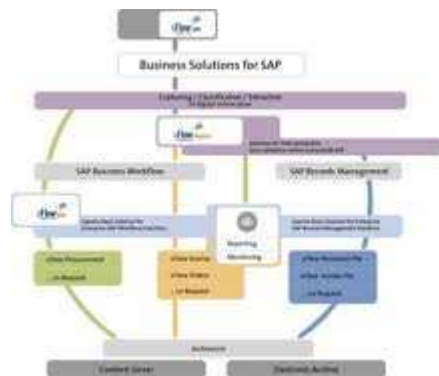
White papers are publications used by companies to showcase a specific product or service more in-depth than advertising can. Usually well written, a white paper seeks to engage the audience by showing specific examples and using clear arguments. It's more than a simple brochure, but why white? The term is an offshoot from white book, which is an official publication of the national government. Since it has its base in government publications, white papers generally try to mimic the same weight and authority.

Oftentimes an industry expert will author white papers to add a desired amount of credibility. While a public audience may have no idea who this expert is, business people often become knowledgeable about the key people in their industry through trade magazines and conferences. Having a recognizable name from the industry is a sure way to get attention, and is often a very effective tactic.



#### Assigned Blog Writer:

We supply your business with a writer to help captivate your audience. They will research your industry and write compelling articles. This service is added value for those businesses that do not have the time or are not sure what to write. ***Our Writer will post one well-written article per month on your businesses behalf for 1 year.***



### Automated Business Products & Services:

#### Automated Mail Service:

Ok so you are in business and working on getting new customers while stamping your image in your industry or profession. The one thing you need so that you never have to be tied to your desk is some automated systems that handle small tedious jobs quick and easily & most importantly reliably.

**Our Automated email Product** has been designed to give small and home-based business owners ALL the email automation tools you need, in one easy-to-use software interface.

- **Easily collect email addresses from an opt-in form on your website**
- Subscribe and unsubscribe people from your list automatically
- **Import existing lists of opt-in customers and subscribers**
- Send professional-looking email campaigns -- in text and HTML
- **Manage MULTIPLE newsletters from one interface**
- **Automate your customer service with auto responders**
- **Send automated "follow-up" emails with unlimited auto responders**

No need to be tied down by chores that can be handled automatically by the use of automated mail services.



### Desktop Marketing Services:

### **"How Fortune 500 Companies Are Using the Hottest New Technology to Deliver Messages Directly to Their customers' Desktops!"**

Over the past few months, a number of my subscribers have been asking me about the latest marketing technology to hit the Internet.

It's called "direct-to-desktop" publishing, and right now, it's the exclusive property of Fortune 500 companies who are paying tens of thousands (even hundreds of thousands!) of dollars to have hotshot developers create custom software that lets them cash in on the new technology.

Direct-to-desktop publishing gives these elite companies the kind of advantages that most Internet marketers can only dream about...

- 100% guaranteed message delivery
- Instant messages that appear in full colour and sound; right on a customer's computer desktop you can also add video.
- An exclusive, private communication channel with loyal customers and subscribers.

All in a customized, branded window with their company logo at the top

When you visit one of these companies' web sites (think online music stores, sports fan sites, entertainment sites, and so on), you'll see an offer that says something like "Click this button to receive instant updates direct to your desktop."

Click the button and you'll download a small, customized "reader" application that lets your computer receive messages from the company.

It's all made possible by a hot new technology called "RSS," which (depending on who you ask) stands for either "Really Simple Syndication"

or "Rich Site Summary." Basically, RSS gives you a way to take the content from your web site or e-mail newsletter and send it directly to a small "reader" application that your customers install on their computers.

### **What are the Advantages of "direct-to-Desktop"?**

Direct-to-desktop publishing lets you send HTML messages directly to your customers' desktops - instantly, reliably, and electronically - without having to wrestle with e-mail filters, bounce backs, or competition.

Once customers sign up, they don't have to check their e-mail or visit your web site to get your latest news or updates. A flashing desktop icon alerts them as soon as they receive a message from you and all they have to do is click to read it.

It's brilliant. The system doesn't use e-mail, yet it is 100% opt-in - subscribers simply turn off the program if they wish to stop receiving messages.

### **Here are just a few of the major benefits of direct-to-desktop publishing:**

#### **100% DELIVERY RATE**

With direct-to-desktop publishing, you get guaranteed delivery of every message to 100% of your subscribers. Every subscriber who downloads your "reader" application will receive every single message you send. No spam filters, no bounce backs, and no blocking by ISPs.

#### **AN EXCLUSIVE CHANNEL WITH ZERO COMPETITION**

When your subscribers receive your messages, they won't be distracted by all the newsletters, personal messages, and spam in their overflowing inboxes.

#### **Another great example:**

Training courses for staff or for interns that want to test their knowledge of working in your industry. You simply create a course then have the welcome letter stored in your automated mail system. When an enquiry is made the person's details are saved in a list, then the course link is sent to them.

Once they choose Windows or Mac and register the service they will receive the info depending on how you set it up – this could be daily or weekly. You maintain full control and can see who has registered and contact them at your convenience, very powerful.





### Offsite Backup:

#### We are International Resellers of Data Vault Security:

The rapidly growing market of Hosted Backup has matured in recent months with advanced software offerings being made available to Domestic and Corporate users alike. “At Data Vault Security we focus on ease of installation, use and restoration of lost files. Unlike some offerings, Data Vault Security allows users to backup multiple machines on one account.

We also replicate clients data across at least 2 data centres, ensuring that their data is retrievable at all times.” The company is also expanding into other hosted services that help secure PCs, improve their performance and allow users to remotely obtain files in a secure manner.

We are the only company in the game offering a \$2Million Dollar Restore Guarantee – (We will not lose your data) all data is military encrypted and the owner of the account has the only encrypted password, giving you maximum security.

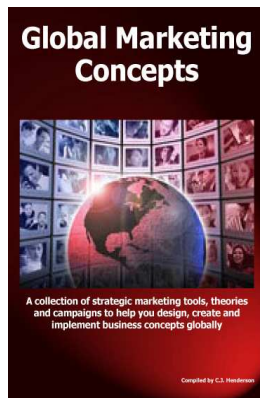
*We install and make sure that your service is compatible with your operating system. We give you a full report of the product and your servers condition so that if your current IT person moves on you will be able to present them with a full report of what was done by us. You also get our full owners manual-covering most of the operating systems used on typical servers, we are also compatible with Linux and Mac (First Year 5 Gig Account Included)*



**datavaultsecurity**

SET IT · SAVE IT · FORGET IT

## Owners Manuals & ebook's:



Our Marketing Strategies ebook will help give you an edge on your competitors. Loaded with information to suit most business campaigns. We hope you enjoy ***Global Marketing Concepts***, Business Marketing Strategies.



This manual gives you full insight on using our backup service across multi platforms. The great part is we have broken it down to a step by step to make it easier to follow. We have also added a support line that is available 24/7 with email and call in capabilities.



Your Media Services ebook (Owners Manual) will walk you through setting up and maintaining your services. You will be able to set up and manage all parts of your service with this step-by-step instruction manual. There is also an ebook available for your staff that excludes the back in admin stages & walks them through setting up on their PC's or mobiles.

Final thoughts:

I think if you look around you will not find a package that looks after your whole business the way this one does. When we first started out we lacked all the areas contained in the manual. We quickly learned that we need tools that the competition was not paying attention to or thought the time was not right. This gave us an advantage in business and now we pass it on to our customers.

Thanks for having a look at our services; we look forward to hearing from you. Should you require any further information or want a quote on this full service package then contact me anytime on the info below.

Chris Henderson

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P: AUS 02 8214 6021 – USA 1 206 376 0193 (Data Security Global) leave message

Have a great day!

